

Additions and Corrections to the Agenda

Declarations of Pecuniary Interest

Presentation

1. Mr. Matt Monfaredi and Ms. Jennifer Kopacz from Metroland/Era publication to address the Board with a presentation.

Approval of Minutes

2. Main Street District Business Improvement Area Board of Management Minutes p. 1 of April 21, 2015.
3. Receipt of Marketing Sub-committee Meeting Minutes.

Financial Report

4. Verbal Financial Update Report.

Items

5. Canada Day Budget Discussion
6. Car Show Update (June 27, 2015)
7. Marketing Committee Update
8. Film Permit Review
9. Parking
10. Patio Proposal Application Status Update
11. Lower Main Street Advisory Group (Heritage) BIA representation

New Business

Closed Session (if required)

Adjournment

12. Next Meeting is June 16, 2015 at the Community Centre and Lions Hall - Hall # 2, 200 Doug Duncan Drive at 7:30 p.m.

Tuesday, April 21, 2015 at 7:30 PM
Community Centre - 200 Doug Duncan Drive

The meeting of the Main Street District Business Improvement Area was held on Tuesday, April 21, 2015 in the Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Elizabeth Buslovich
Anne Martin
Olga Paiva
Carmina Pereira
Jackie Playter
Rory Rodrigo
Councillor Sponga
Siegfried Wall (7:38 to 9:36 p.m.)
Glenn Wilson

Staff Present: Chris Kallio, Economic Development Officer
Linda Moor, Council/Committee Coordinator
Ted Horton, AMCTO Intern

Guests: Mayor Van Bynen, Councillor Hempen, Anne Robins, Debbie Hill, Judit Szamosszegi, Janet Walker, Chris Sorley, Ken Sparks, Heather Burling, Thomas Doer

The meeting was called to order at 7:37 p.m.

Glenn Wilson in the Chair.

Additions and Corrections to the Agenda

The Chair advised that the presentation listed on the agenda from representatives of Metroland/Era Publication has been re-scheduled to the May 19, 2015 meeting.

The Economic Development Officer advised of an addition to the agenda being a request to permit a film on Main Street. He also advised that he would provide a financial update.

The Chair advised that the patios on Main Street matter would be considered after the approval of the minutes portion of the agenda.

Disclosure of Pecuniary Interests

None.

Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of March 17, 2015.

Moved by: Elizabeth Buslovich
Seconded by: Carmina Pereira

THAT the Main Street District Business Improvement Area Board of Management Minutes of March 17, 2015 be approved.

Carried

2. Main Street District Business Improvement Area Marketing Sub-Committee Minutes of April 1 and April 8, 2015.

Moved by: Olga Paiva
Seconded by: Rory Rodrigo

THAT the Main Street District Business Improvement Area Marketing Sub-Committee Minutes of April 1 and April 8, 2015 be received.

Carried

Items

3. Outdoor Patios on Main Street.

Councillor Sponga provided information related to the proposed pilot project for outdoor patios on Main Street. The Economic Development Officer provided information regarding the proposed application process for business owners on Main Street who may wish to participate in the outdoor patio pilot project. He advised that if the Main Street District Business Improvement Area Board of Management supports the concept of the pilot project, a report would be considered at the May 4, 2015 Committee of the Whole meeting with subsequent adoption at the May 11, 2015 Council meeting.

Discussion ensued regarding the design principles associated with potential outdoor patio applications. Further discussion ensued regarding parking issues, enforcement challenges and sidewalk encroachment by proposed outdoor patios.

Moved by: Jackie Playter
Seconded by: Rory Rodrigo

THAT the proposed outdoor patio pilot project for Main Street be approved by the Main Street District Business Improvement Area Board of Management for the 2015 summer season;

AND THAT the outdoor patio pilot project include criteria for a 10:00 p.m. noise cut-off time;

AND THAT these recommendations be submitted to Council for formal adoption.

Carried

A suggestion was made for a broader encouragement of non-intrusive outdoor business use of the sidewalk and boulevard where possible to make the outdoor patio option inclusive for any business owner who wished to take advantage of the opportunity. The Chair advised that this suggestion would be further reviewed for feasibility.

4. Ontario Business Improvement Area Association (OBIAA) Membership.

The Economic Development Officer advised of an outstanding invoice for OBIAA membership fee in the amount of \$231.65.

Moved by: Olga Paiva
Seconded by: Rory Rodrigo

THAT the invoice in the amount of \$231.65 for Ontario Business Improvement Area Association membership fee be paid.

Carried

5. Canada Day Budget.

The Chair advised that the Canada Day festivities budget discussion is deferred to a meeting closer to the celebration date.

6. Car Show Event Update.

Jackie Playter provided a verbal status update regarding the Car Show event scheduled for June 27, 2015.

7. Petty Cash/Financial Update.

The Economic Development Officer provided a verbal financial update of the Board expenditures to date and queried the status of the advertising invoices. The Chair advised that all print advertising has been cancelled.

8. Marketing Committee Report.

Elizabeth Buslovich provided a verbal update regarding the Marketing Sub-committee plans. She advised that members of the sub-committee have met to familiarize themselves with previous Main Street events. She advised that she will be contacting vendors in the next two weeks seeking interest in selling wares at the Canada Day celebrations.

9. Officers Liability Insurance Renewal.

The Economic Development Officer provided a verbal update regarding the liability renewal insurance quotation received by the Town's Claims & Risk Analyst for the Main Street District Business Improvement Area Board of Management members.

Moved by: Jackie Playter
Seconded by Anne Martin

THAT the invoice in the amount of \$972.00 for renewal liability insurance for the Main Street District Business Improvement Area Board of Management members be paid.

Carried

New Business

- a) The Economic Development Officer provided a verbal update regarding a recent film permit application for a SUBWAY commercial on Main Street between Park Avenue and Water Street on May 1, 2015.

Moved by: Jackie Playter
 Seconded by: Siegfried Wall

THAT the film permit application for the SUBWAY commercial on May 1, 2015 be approved;

AND THAT the Main Street District Business Improvement Area Board of Management requests a contribution of \$1,000.

Carried

Discussion ensued regarding persistent parking issues and owners/tenants utilizing the available parking. The Chair advised that parking matters on Main Street have been has been deliberated for many years and the desire for a resolve is shared by all.

Adjournment

Moved by: Carmina Pereira
 Seconded by: Elizabeth Buslovich

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:36 p.m.

Date

Glenn Wilson, Chair